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REMARKS/ARGUMENTSRECEIVED
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Claims Not Obvious***Claims 7-10***

The Examiner stated that claims 7-10 are rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Johnson (3,404,474) in view of May et al. (6,183,175), Weiss et al. (6,367,180) and Zovko (5,646,481)".

Agent for Applicant respectfully submits that in light of the following amendment to claim 7, namely:

a framing border surrounding the identification panel comprising two side members, a bottom member and a top member, wherein the top member protrudes outwardly beyond the bottom and side members.

the claim is not obvious.

Agent for Applicant respectfully contends that neither Johnson, May et al., Weiss et al. nor Zovko disclose a framing border in such a manner as the presently amended claim 7. It is further submitted that the addition of such a framing border in the amended claim 7 sufficiently distinguishes the present application from the Examiner cited prior art. As a corollary, by distinguishing the independent claim 7 from the cited prior art, the dependent claims 8, 9, 10 are not obvious as well. Furthermore applicant has added in claim 8 that the top member includes a recess for housing the electrical supply means.

Claims 11, 13, 14

The Examiner stated that claims 7-10 are rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Finnerty (3,680,237) in view of Johnson (3,404,474) and May et al. (6,188,175)"

Agent for Applicant respectfully submits that in light of the following amendment to claim 11, namely:

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a framing border oriented in a horizontal manner comprising two spaced side members, lower member and an upper member, wherein the upper member extends outward from surface beyond the lower and side members.

the claim is not obvious.

Agent for Applicant respectfully contends that neither Finnerty, Johnson, nor May et al., disclose a framing border in such a manner as the presently amended claim 11. It is further submitted that the addition of such a framing border in the amended claim 11 sufficiently distinguishes the present application from the Examiner cited prior art. As a corollary, by distinguishing the independent claim 11 from the cited prior art, the dependent claims 13, 14 are not obvious as well.

Furthermore applicant has amended claims 11 and 14 to refer to the cut out means being disposed in the upper member and the upper member including a recess, where the energizing means is disposed in the recess.

Claim 12

The Examiner stated that claim 12 is rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Finnerty (3,680,237) in view of Johnson (3,404,474) and May et al. (6,188,175) as applied to claim 11, above and in further view of Weiss et al. (6,367,180)."

Agent for Applicant respectfully submits that in light of the amendment to claim 11, the claim is not obvious.

Agent for Applicant respectfully contends that neither Finnerty, Johnson, May et al. nor Weiss et al. disclose a framing border in such a manner as the presently amended claim 15. It is further submitted that the addition of such a framing border in the amended claim 11 sufficiently distinguishes the present application from the Examiner cited prior art. As a corollary, by distinguishing the independent claim 11 from the cited prior art, the dependent claim 12 is not obvious as well.

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Claims 15, 5, 6, 16

The Examiner stated that claims 15, 5, 6, 16 are rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Finnerty (3,680,237) in view of Arnold (3,680,238) and Weiss et al. (6,367,180)."

Agent for Applicant respectfully submits that in light of the following amendment to claim 15, namely the top protruding outwardly from the surface beyond the bottom and two sides.

the claim is not obvious.

Agent for Applicant respectfully contends that neither Finnerty, Arnold nor Weiss et al. disclose a framing border in such a manner as the presently amended claim 15. It is further submitted that the addition of such a framing border in the amended claim 15 sufficiently distinguishes the present application from the Examiner cited prior art. As a corollary, by distinguishing the independent claim 15 from the cited prior art, the dependent claims 5, 6, 16 are not obvious as well.

The protruding top acts as a protective ledge from rain or the like since the phosphorescent panel is disposed below the top surface.

Claims 16, 17

The Examiner stated that with respect to claims 16 and 17 "every part of the frame disclosed by Finnerty is raised and projects exteriorly beyond the screen. Therefore, any part of it can be called a "raised bridge portion," and wherever the sensor is mounted, it will be mounted on the raised bridge portion. The Agent for Applicant respectfully submits that in light of the previously addressed amendments to claim 15 and the following amendment to claim 17:

An illuminated sign as claimed in claim 16 wherein said light sensor is disposed ~~on~~ within said raised bridge portion.

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the claims 16 and 17 are not obvious. The Agent for Applicant further submits that Finnerty does not disclose a framing border wherein a specific cavity or recess is defined so as to accommodate or house the electrical circuitry.

Claim 18

The Examiner stated that claim 18 is rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Finnerty (3,680,237) in view of Arnold (3,680,238) and Weiss et al. (6,367,180) as applied to claim 17, above and further in view of Zovko (5,646,481)"

Applicant respectfully states that none of the prior art shows the invention as claimed in the amended claims and in particular do not show a raised bridge having a recess for receiving the electrical circuitry.

Claim 19, 21

The Examiner stated that claims 19, 21 are rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Finnerty (3,680,237) in view of May et al. (6,188,175), Arnold (3,680,238) and Weiss et al. (6,367,180) on the basis that May teaches and is known in the art to provide an electroluminescent device that can operate at less than its rated voltage without a reduction in light output (column 2, lines 4-9). However the May device teaches at column 4, lines 22 to 24 that "the device starts to turn on above a first threshold voltage" while Applicant's method requires powering at all times at a level below the rated power level. Also May teaches a plurality of electrode strips see column 3 lines 5 to 10 while applicant uses a single phosphorescent panel.

Claim 20

The Examiner stated that claim 20 is rejected under 35 U.S.C. 103 (a) as being obvious and "unpatentable over Finnerty (3,680,237) in view of May et al. (6,188,175), Arnold (3,680,238) and Weiss et al. (6,367,180) as applied to claim 19 above, and further in view of Zovko (5,646,481).

Applicant traverses Examiner's comments in light of the amendments and comments referred to above.

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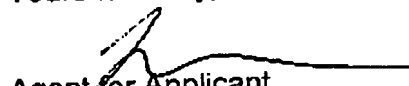
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CONCLUSIONS

Agent for Applicant respectfully states that the application is now in condition for immediate allowance and respectfully solicits same.

Yours faithfully,


Agent for Applicant
Eugene J.A. Gierczak
(Registration NO. 31,690)
MILLER THOMSON LLP
Barristers & Solicitors
Scotia Plaza, P.O. Box 1011
40 King Street West, Suite 5800
Toronto, Ontario Canada M5H 3S1
Telephone No. 416.596.2132
Telecopier No. 416.595.8695
EJAG/cdb/rz

cc: D. Slowski

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